



Yeovil Town Supporters Society Ltd (Glovers Trust)

## Minutes of meeting, 15<sup>th</sup> November 2018

### The 94 Club, Yeovil

Present: Terri Burt (TB), Stuart Burrell (SB), Dean Mountain (DM), Vernon Edmunds (VE), Simon Brimble (SBr), Brendon Owen (BO) (Minutes)

Apologies: Tom Axe (TA)

#### Welcome and Opening Remarks

SB opened the meeting at 7:30pm. He welcomed all those present to the first Board meeting since the AGM in October.

#### Minutes of last meeting and Matters arising

The Minutes of the previous meeting held on 10<sup>th</sup> October were agreed as an accurate record.

SB advised that he had received details from Supporters Direct advising that a proposal to merge with the Football Supporters Association was to be voted on next week in Bristol. It was agreed that SB would complete the proxy vote in support of the proposal.

#### 2018/2019 Assignments of Roles

Chairman – BO proposed SB, seconded by TB. Agreed

Vice-Chairman – BO proposed TB, seconded by SBr. Agreed

Treasurer – DM offered to remain in post and this was agreed

Communications – SB proposed TA but jointly with Jon Hartley should he agree to be co-opted onto the Board. Agreed.

Membership Secretary - SB proposed BO, seconded by TB. Agreed

Commercial – SB proposed SBr, seconded by DM. Agreed.

#### Finances

DM advised that there was a balance of £7670.40. An invoice had been received from FCA. The accounts need to be signed off by two Board members and the Secretary. Agreed that this was problematic in the absence of a Secretary. DM would make arrangements for a temporary Secretary to sign off the accounts.

#### Membership

BO advised that the adult membership currently stands at 109 and Youths 10. A previous member had queried the lack of his renewal despite a payment being made. BO to investigate. (Subsequently rectified)

#### David Bell – YTFC planning consultant

David gave a very informative update of the present situation regarding both the planning applications at Lufton and Huish Park. He answered questions posed by the Board.

#### Prospective new Board member

Jon Hartley was welcomed to the meeting via a link to his home in Cologne, Germany. Jon gave details of his background and work with the German Bundesliga and sports media. He hoped if the Board were willing to co-opt him that he may be able to bring some new ideas into the Trust's communications on social media. He felt that there should be a change of tack in the way that the Trust talks to fans. It should be more interactive, more use of images, calls for actions. We have been too matter of fact, too dry. We must try and engage the fan base. Why not show joy over gaining 3 points or sadness when we don't, all without criticism? Perhaps we should draw attention to the work being done by other supporters' trusts and include other football related matters for discussion. We need to explain ourselves better as to what the Trust stands for and who we are talking to. Need to learn how to pitch it to different groups. It would be good to get the demographic of the fan base. Also, necessary to get the message out that it is ok to be a member of the G&W's or the Cary Glovers as well as being a Trust member. Good to be able to recognise people who can help us. Possibly sponsors of the Club who have similar views.

The Board unanimously agreed that Jon should be co-opted. Jon agreed. Jon thought that it was a good idea to have two people engaged on communications and was happy to work with TA.

#### Update on Alliance meeting held 13.11.18.

BO attended a meeting called by the Alliance to talk to YTFC Director David Lee about the covenants at HP. He gave a brief account of the meeting and advised that notes that he made will be adopted by the Alliance and published in due course.

#### Any Other Business

Jon Hartley thought the Trust might be able to arrange a beer event in partnership with possibly Yeovil Ales or Perry Bros Cider. Perhaps a letter setting out who we are and what sort of event could be organised and seeking possible ideas with the use of their knowledge of such events. It was agreed that this should be considered.

SBr suggested putting the ideas out to the supporters and asking what they would like to see.

BO suggested the possible co-option of a Trust member on to the Board. David Tolley who lives in Caerphilly has shown an interest in becoming a Board member and despite the geographical difficulties would be prepared to attend one or maybe two meetings out of every three. BO gave brief details of David's credentials and all agreed that he would be an asset to the Board. Having had a successful link earlier in the evening with John Hartley the Board saw no reason why it could not be extended out to include David.

SBr gave further details of a proposed sponsorship with Pen Mill football Club. For a payment of £300 the Trust could have a logo on the back of the team's shorts and a sponsorship board erected at Johnson Park. All agreed that this should be done.

SB highlighted the fact that we have an easyfundraising scheme and that we should bring to the attention of the members. He had experimented with it and found when purchasing items on-line the process was easy and made a little money for the Trust. He was aware that Newport County Trust was making in excess of £1,000 a year through members using the scheme to the full.

Jon Hartley suggested that a Christmas Card be sent to all members and ex-members, perhaps with a message along the lines of Christmas is a time for families. We are all in the football family. We could then suggest a Christmas discount for membership for the remaining part of the year.

DM suggested that free merchandise could be offered as an incentive to gain further membership. It could be offered in the Gazebo.

Date of Next Meeting

Wednesday 12<sup>th</sup> December 2018 at 7.30pm